



**REQUEST FOR QUALIFICATIONS
(RFQ) & EXPRESSIONS OF INTEREST
CONSULTING SERVICES**
(29 Del.C. §6981)

Agreement No. 1401

PUBLICATION OF QUARTERLY NEWSLETTER

PROJECT DESCRIPTION

The purpose of this procurement is to select a consultant for a three-year task order agreement to work with the Department's Disadvantaged Business Enterprise (DBE) Program to collect information, review and write articles, format materials, and create graphics for a series of quarterly newsletters. The selected consultant will work closely with the DBE group to develop a well-organized flow of information that will encourage readership and understanding of the DBE Program to all recipients.

The purpose of the newsletter is to reach out to the Department's certified DBE firms, in which the newsletter will:

- Explain the benefits of being certified with the DBE Program;
- Convey small business development strategies;
- Inform certified DBE companies of upcoming training and events;
- Highlight growing DBE companies;
- Report on the activities of the Department's DBE program;
- Connect DBE companies with other small business resources; and,
- Encourage proactive communication between DBE firms and the DBE group.

Other possible features may develop as the need arises.

CONSULTANT SERVICES REQUIRED

Following are the primary services required:

1. Gather Data and Content

Per issue the Consultant shall:

- Attend DelDOT DBE Supportive Services events, or other events as assigned; to write articles that include photographs.
- Interview certified DBE firms as assigned, write articles based on the interviews that include photographs.
- Review/edit all articles/information submitted to the Consultant by the DBE group for content and readability
- Develop a well-organized flow of information that will encourage readership and full comprehension to all recipients.

2. Development of Text and Design Concepts

Meet with the DBE group to review data and content. Consultant will develop an outline and concept.

3. Write First Draft of text and proposed layout

During this stage consultant will provide a first draft of text and proposed layout and

examples of graphic elements and techniques. All text should be in its final form at this stage. Minimal word changes and/or minor changes to sentence structure are the only anticipated changes.

4. Prepare to First Proof Stage

Once copy and proposed layout are approved, consultant will integrate all text and other material into the approved format. Complete graphics and illustrations to first proof stage, then present a full color proof to the DBE group.

5. Receive & Integrate client recommendations on First Proof

Meet with the DBE group to review any minor changes.

6. Prepare to Second Proof Stage

Consultant provides a second proof in full color. Minimal changes are expected at this time. A full color PDF file will be e-mailed or sent on a CD for review.

7. Receive and Integrate any minimal client changes to Second Proof

Consultant proceeds with minimal changes. Sends new full color PDF via e-mail or CD for client review.

8. DBE group approves Final Proof

The DBE group reviews and approves the final proof. Consultant proofs an additional time before printing.

9. Proceed to Print preparation

Consultant will print, address, and fold 500 copies, and deliver to the DBE group.

10. Final PDF format

Consultant will prepare PDF file for uploading onto the Department's website. The PDF file will be in single 8 1/2 x 11 format beginning with the front cover and ending with the back cover.

SUBMISSION REQUIREMENTS

1. **Expression of Interest submissions** must be received by: **3:00 P.M. Local Time, Thursday, November 1, 2007**

Facsimile responses to this Request for Expressions of Interest are not acceptable. No response hand-delivered or otherwise will be accepted after the above date and time. Expressions of Interest arriving after the deadline will be rejected regardless of the reason for late arrival. DelDOT's time is considered the official time for determining the cut-off for accepting Expression of Interest submissions. Firms wishing to be considered for work on this project must submit statements expressing interest as set forth herein. Any variation, including additions, is considered a basis for rejection. Expressions of Interest are to be mailed or delivered to:

James Hoagland
Consultant Control Coordinator
Contract Administration
Delaware Department of Transportation
800 Bay Road, Dover, DE 19901

2. **Specific Type Firm Solicited:**

The Prime Consultant must be Pre-Registered with DelDOT and appear on the Department's list of registered consultants, or make application for registration, in the area of Public Involvement, Area # 19 at the time of submission in order to be considered for evaluation on this project.

3. **There is a 14% DBE goal** established for these agreements. Proposed DBE firms must be certified with DelDOT's DBE Section at the time the Expressions of Interest are submitted. The name(s) of potential DBE sub consultant candidates must be included in the Expression of Interest submission.
4. **The Consultant shall submit four (4) copies** of an Expression of Interest. Receipt of insufficient copies of the Expression of Interest and non-compliance with providing the requested information in the desired format may result in elimination from the overall shortlist and selection process.
5. **Joint venture** submissions will not be considered.
6. **DelDOT reserves the right to reject** any and all Expressions of Interest. All submissions become property of the Delaware Department of Transportation and shall be retained for a period not to exceed 30 days from the date of the approved shortlist. DelDOT reserves the right to any and all ideas included in this response without incurring any obligations to the responding firms or committing to procurement of the proposed services.

RATING CRITERIA

Major factors/criteria for the establishment of a reduced candidate/shortlist and selection:

- a) Key Staff/Project Team qualifications
- b) Firm resources/capability to accomplish proposed work on schedule
- c) Experience on similar projects
- d) Project understanding/approach/services required
- e) Sample based on provided criteria

NOTE: DelDOT maintains a strict policy of not providing a debriefing for those candidates that do not make the shortlist. Shortlist and Selection Committee membership appointments are confidential.

QUESTIONS

Questions regarding this RFQ should be submitted via email. Questions received and the Department's response will be provided on the Department's web site; <http://www.deldot.gov/>. Click on 'Doing Business', under 'Professional Services', click on 'Current Requests for Consulting Services'.

CONTACTS

Questions concerning submissions and procedures may be obtained from: James Hoagland, Consultant Control Coordinator, Telephone: (302) 760-2036. E-mail address: jim.hoagland@state.de.us.

OVERVIEW OF SELECTION PROCESS

A mandatory Pre-Proposal meeting will be held on Wednesday, October 17, 2007 at 10:00 a.m. at DelDOT Admin Building- Bidders Room, 800 Bay Road, Dover, DE 19901.

The Expressions of Interest will be used to determine the actual selection of the successful candidate.

After the selection process has been completed, applicable price information will be requested from the successful candidate; i.e. salary rates for various classifications of personnel, an indirect cost derivation for the most current accounting period, and a schedule of rates for other direct costs. If an interested firm is requested to submit a priced proposal, the proposal should substantially reflect the same composition and area of involvement as the Expression of Interest submission.

Payroll burden and overhead will be computed on direct salary costs only (not including overtime) at the consultant's audited rate, as per Federal Acquisition Regulations Part 31, and Department policies. Computer and CADD costs are not allowable as a direct cost to this project. Rate determination and applicability is subject to audit by the Department. Additionally, candidates should be prepared for the Department to work with your current accounting firm to provide information and backup documentation. Full and immediate cooperation is required to avoid delays in execution of an agreement. Failure to cooperate may result in breaking off of negotiations and moving to the next ranked firm.

EXPRESSION OF INTEREST REQUIREMENTS

The letter portion of the Expression of Interest shall indicate the firms desire to perform services and indicate the specific tasks or areas of expertise, which will be subcontracted, and to whom. Interested firms must submit the material required herein or they will not be considered for the project.

1. Please submit the firm's mailing address, phone number, and an e-mail address for the firm's point of contact person on page 1 of the Letter of Interest. Future contacts by DelDOT will be done via e-mail, whenever possible.
2. The Expression of Interest submission should be tabbed and collated in the following order:

A. Table of Contents

Table of Contents (1 per set) - Limited to One (1) page on 1 sheet of paper

B. Letter of Interest

Letter of Interest (1 per set) - Limited to four (4) pages on two (2) sheets of paper

Indicate the following:

- (1) An understanding of the anticipated assignments, services required, and approach to providing the services required
- (2) Identify who the proposed project manager will be and what office location they will be working from.
- (3) The location, size, and description of the firm
- (4) Availability of personnel for immediate placement
- (5) Sub-consultant usage if anticipated. Indicate the percentage of work estimated to be performed by the sub vs. the prime. Also, indicate if the prime consultant has previously worked with the proposed sub and give a brief example of the previous relationship(s).

C. Project Organization Chart

Project Organization Chart (1 per set) - Limited to one (1) side of one sheet of paper

D. SF 255 Forms

U. S. Government Form 255 (1 per set) - "Architect-Engineer & Related Services Questionnaire for Specific Project".

Instructions for completing the SF 255 form:

- (1) **Item # 4, Personnel by Discipline**, the consultant shall document clearly personnel by discipline presently employed at the work location proposed and their availability for assignment to this project.
- (2) If more than one (1) location is being proposed, the consultant must clearly document all locations proposed and show the total number of personnel by discipline for all locations proposed.
- (3) **Item #7, Key Staff**, is limited to eight (8) individuals who are expected to spend a significant amount of productive time on the project. Staffing information can be either shown as two (2) individuals per page/sheet, or one (1) individual per page/sheet. Resume information presented may pertain to individual(s) that is/are not connected with the Prime/Lead consultant. It should be clearly noted what the affiliation is for any SF 255 resume information submitted other than for the Prime/Lead consultant firm. Resume information is limited to eight (8) individuals regardless of affiliation. Experience listed should be limited to that within the last five (5) years.
If the proposed project personnel have been with the lead firm for less than one (1) year, indicate the name(s) of the previous employer(s) and the length of employment with the previous employer (s) for the last five (5) years.
- (4) **Information for Item #8, Similar Projects**, shall be limited to five (5) similar projects and shall not exceed one (1) page in length.
- (5) **Information for Item #10, Additional Information**, shall not exceed one (1) page.

F. SF 254 Forms

U. S. Government Form 254 (1 per set) - "Architect-Engineer & Related Services Questionnaire" (include a separate SF 254 for each sub consultant proposed).

G. References

Provide a list of References who have personal knowledge of the prime consultant's and the sub-consultant's previous performance. Provide three (3) client references each for both the prime and the sub-consultant(s). The references must include **verified** addresses and telephone numbers, contact persons, and a brief description of services that have been provided similar to those described by Delaware DOT for this project.

- (1) References shall be shown on separate sheets (limited to one (1) single-sided sheet; one sheet for the prime and one sheet for each sub proposed). These shall not be included in the four page Letter of Interest.
3. Sample Newsletter- Submit a sample newsletter with the following criteria:
1. Images should be appropriate in size and resolution for viewing, interpretation, and easy to upload electronically
 2. Contain a mix of content formats (i.e., text, graphics, photographs, charts, drawings)

3. 11 x 17 newsletter printed in full color and folded to 8 ½ x 11
4. Self mailer

No promotional materials or brochures to be included as part of the Expression of Interest package.

The Department is not liable for any cost incurred by the consultant in the preparation or presentation of the Statement of Qualifications.

The Department of Transportation will affirmatively insure individuals and businesses will not be discriminated against on the grounds of race, creed, color, sex, or national origin in consideration for an award. Minority business enterprises will be afforded full opportunity to submit bids/proposals in response to this invitation.

**Department of Transportation
State of Delaware
By: Carolann Wicks, P.E.
Secretary
Dover, DE
October 1, 2007**